

PRO MON TORIO

DELTA Q

LISBON, PORTUGAL

2011

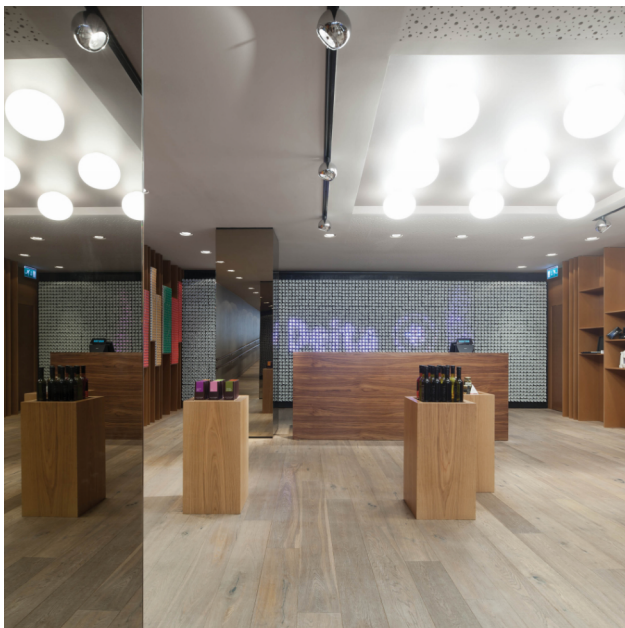
Flagship store
for a gourmet coffee-based brand
with a relaxed lifestyle cafeteria

Delta is a market leader in coffee roasting and packaging in the Iberian Peninsula and which has branched into agro-business, winemaking and hospitality, among other sectors. Also in the 2007, Delta launched its own espresso product line, – Delta Q –, based on a proprietary system of single-serving capsules containing grounded coffee and rooibos tea, to be used in machines similar to Nespresso.

On the outcome of a competition, promontorio was awarded the commission to design the Delta Q flagship store in Avenida da Liberdade, in addition to defining the brand standards for small, medium and large-size stores worldwide.

Benchmarked by marketers as a “third-place”, – or an alternative to both corporate and home atmospheres –, fuelled by an urban lifestyle free wifi lounge, the concept includes a traditional Portuguese gourmet coffee shop, and displays for the capsules and the espresso machines, in addition to other Delta group products, such as wine and olive oil.

The space is relaxed, friendly and refers back to tradition, – namely to Delta’s Alentejo roots –, by the use of materials such as cork, wood and Estremoz white marble. Commissioned to different artists, the multimedia art-wall at the end of the store, playfully reinterprets the cup – Delta Q’s main symbol.





Location: Avenida da Liberdade 144, Lisbon, Portugal

Client: Nabeiro Group (Delta Q division)

Scope of services: Interior design

Project brief: Concept for flagship coffee store and store chain development

Gross built area: 50 to 400 sq. m

Project status: 2011 (invited competition, 1st-prize) – 2011 (open to public)